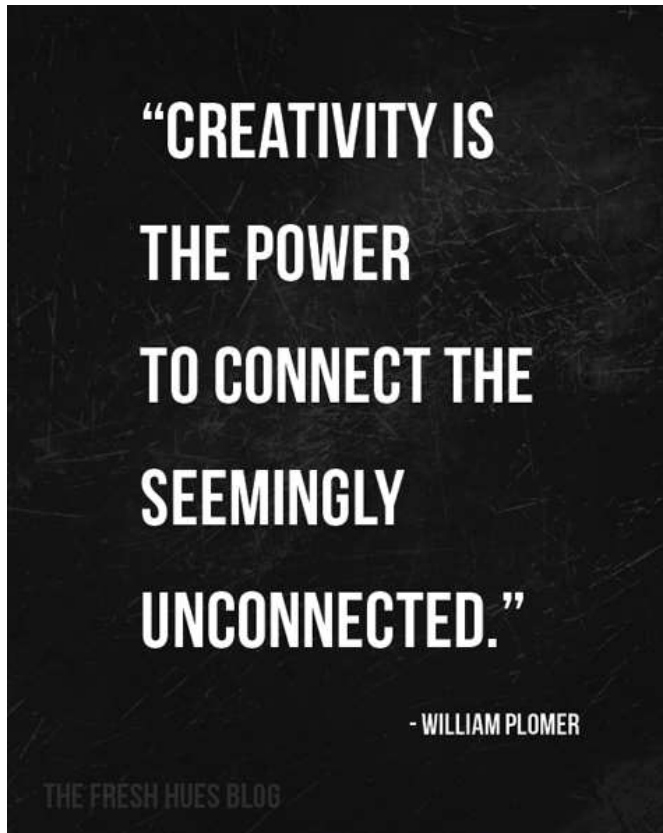


Innovative Community Engagement



David E. White, AICP
Sandrine Thibault, AICP
Downtown Conference
June 5, 2015



The USUAL SUSPECTS

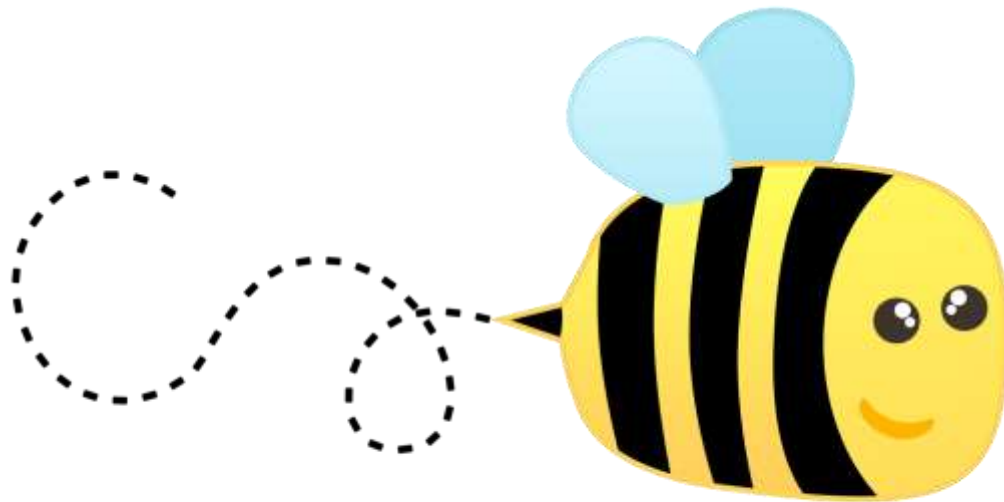




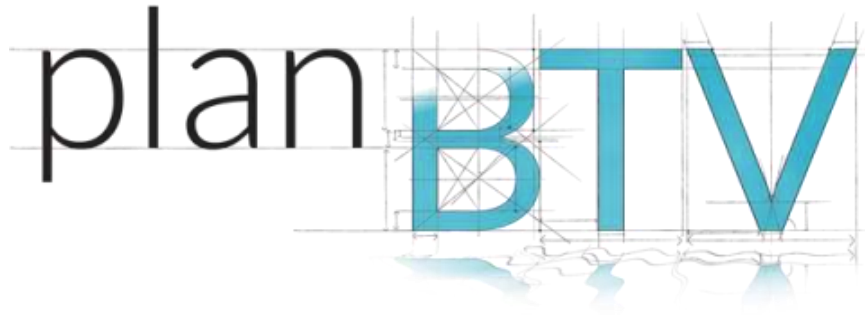
*The **NEW** Age of Public Engagement*

OUTREACH

How to create a BUZZ?



Brand your project!



Downtown & Waterfront





What's a Design Charrette?

A design charrette is a multi-day process where participants work together to develop a vision for a community. It involves a series of workshops, meetings, and public input sessions. The goal is to create a shared vision for the future of the community.



CHARRETTE SCHEDULE

Opening Presentation *
Tuesday, January 24th 6:30 - 8:30 pm
Workshop: Plan Up & Review **
Friday, January 27th 6:30 - 8:30 pm
Closing Presentation *
Monday, January 30th 6:30 - 8:30 pm
Design Studio ***
* Free Lights Are On! We're Open... Come On In!
** Workshop - Central Vermont, Citywide, 1st District
*** Design Studio - 1st District, 1st District, 1st District

We need your ideas & feedback and look forward to meeting you!

Please check our website for more information and to register for the charrette. For all the details on the charrette, visit our website at: designcharrette.org



Your neighborhood, your vision.

planBTV South End is a community visioning process for Burlington's South End.

planBTV South End

More information:
planbtvsouthend.com
facebook: [planbtvsouthend](https://www.facebook.com/planbtvsouthend)
twitter: @planBTV_SE

PLAN BTV ART CONTEST

PRIZES

FOUR WAYS TO PARTICIPATE

- Take a PHOTO... of your favorite building, park, space in downtown and/or waterfront.
- DRINK or PAINT... a picture... of your vision for a future downtown and/or waterfront.
- Make a VIDEO... of your favorite activity in the downtown.
- Write an ESSAY... about your favorite building, park, space in downtown or describing your vision for a future downtown and/or waterfront.

The WINNERS will be decided by YOUR Voting will open January 3, 2012 and winners will be announced on January 24, 2012 during the Design Charrette kick-off!

Check the website and our FACEBOOK page (@Burlington Downtown & Waterfront) for details on voting. CONTEST.ORG

IS THERE AN ARTIST IN YOU?

IF SO, BRING OUT THAT ARTISTIC SIDE... AND SHARE WITH US WHAT YOU LIKE ABOUT DOWNTOWN BURLINGTON! EVERYONE IS INVITED TO PARTICIPATE AND WIN GREAT PRIZES.

Submit your ENTRY ONLINE

Upload your photo, drawing, video, ESSAY... or record your essay (OR all) www.planbtvsouthend.com or CONTEST.ORG using the online form available on the website.

CONTEST RULES:

ENTRY DEADLINE: **DECEMBER 30, 2011**

WINNERS: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 157th, 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Burlington Downtown & Waterfront Plan

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planBTV Burlington Downtown & Waterfront Plan Government Organization

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523 likes 250 visits

Eric Demers, Heidi Frydell and 11 others like this

Reach People Nearby Reach up to 94,000 people near Burlington

Invite your friends to like Burlington Downtown & Waterfront Plan

Wayne Neilson Invite

Patrice Brown Invite

What have you been up to?

Burlington Downtown & Waterfront Plan shared Green Mountain Power's photo. Posted by David Little on 18 hours ago

Whooooo - our waterfront improvements are on a roll!

Beautiful views now from Waterfront Park in Burlington! GMP is removing the transmission lines and large poles that ran thru Waterfront Park. The upgrades we've made in recent years made it possible for the system to operate reliably without these lines. — with Donna Lamphere

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planBTV South End @planbtv_se

69 Tweets 94 Followers 109 Following

Who to follow

- Penn State Online @PSUonline Follow
- Alice Levitt @AliceLevitt Follow
- Burlington College @burlcol Follow

Trends

- #HotMileTime Friends + Beer + Good Times + HotMileTime pics. Share 'em all day
- #MidwestDay #MidwestDay Kim Karbushen, Mrs Ebe & More Race Money For Chi

What's happening?

Burlington-melrose submitted

Philip Tortora @PhilipTortora 13m Views from the Vermont Chamber Business & Industry EXPO at the Sheraton Burlington Hotel & Conference Center

View photos

Magic Hat Brewing @magichat 13m Join us at @ECHOvt for the Party of the Peel, May 29th! For more info, visit magichat.net/electrifiedpeels

#OurSouthEnd

planbtvsouthend.com

#tagboard

Search #tagboard

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#oursouthend

Take a picture of your favorite #OurSouthEnd and tell us why!

LATEST

hargreavesmarket 13 May 9:00am

NEW INVENTORY ARRIVING TODAY

From the Orchard, now in the heart of South End

11 Posts/Week

ENGAGEMENT

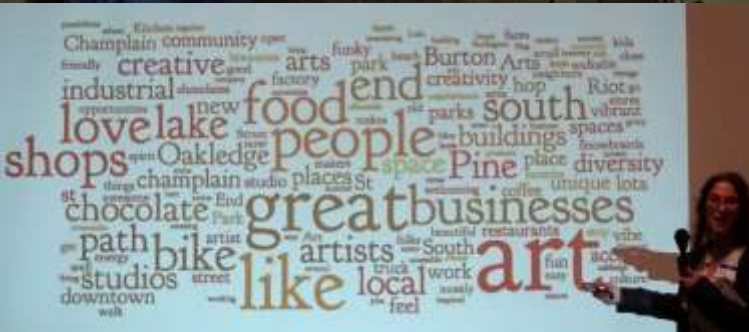
*How to get people engaged
and wanting more?*



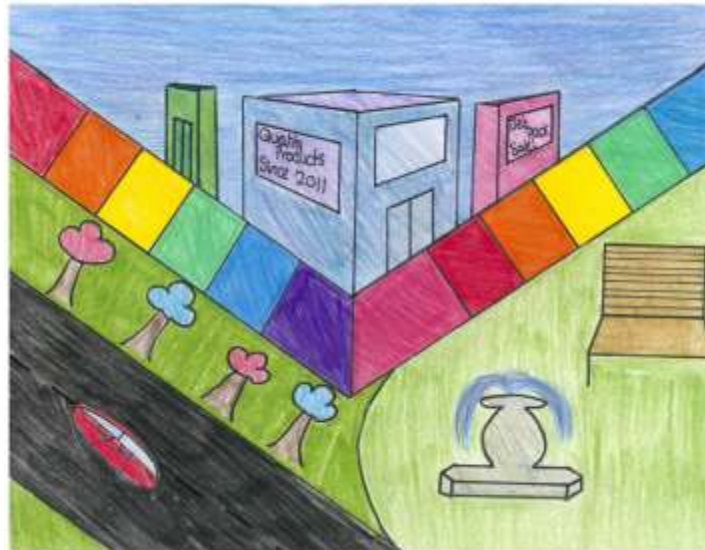
Charrettes/Planapalooza™







*Art Contest & Artists as
champions of engagement*



2

I love Burlington because it is what Burlingtonians value and support: healthy citizens, a clean environment, activity, the arts, intellectual challenge, creative energy, good food, local businesses and a strong, inclusive community. These values are evident throughout the city, and most especially at the Waterfront and the Church Street Marketplace.

Great local food, raised in an environmentally sustainable way, baked, brewed, prepared and processed with care, then distributed through the local markets and served up in healthy meals at local restaurants is the foundation of Burlington's success.

At the Church Street Marketplace, in addition to great food (which includes chocolate and ice cream), there is live music and shopping. It's also a centerpiece of community events. The pretty lights when it's cold outside and outdoor dining when it warms up make taking a stroll in any season delightful. The first Friday of every month is the time for an Art Walk. The map of the world reminds us that we are citizens of the world.

The Waterfront is wonderful for walking, bicycling, roller blading and jogging along the path, grabbing a drink and a reasonably priced meal, enjoying the mountain view and sunsets, visiting the ECHO, listening to live music, or attending a festival. Having a boating center providing sailboats, kayaks, long boards provides an opportunity to be more involved with the lake. Watching the youth skateboarding and playing bicycle polo is a treat.

Plus, the city supports pedestrian and bicycle traffic, making it easier to get to these gems.



Crawls, Tours & Road Shows



Industry & Art Crawl

SAVE THE DATE
Friday, November 21 – Saturday, November 22


JOIN US FOR A
**SOUTH
END
CRAWL!**

A CELEBRATION + EXPLORATION OF
WHAT MAKES THIS NEIGHBORHOOD TICK

Visit South End artists' studios
See how stuff gets made
Share your South End Story
Celebrate the South End
(Food! Drinks!)

More information coming
soon at:
www.plan4tvssouthend.com

plan **BTv**
South End








Tactical Urbanism



Storytelling

Tactical Urbanism



Tactical Urbanism



Phone/Video Booth



Free Food Truck



Online Tools



Locations



Topics

planBTV

Downtown & Waterfront

- 1 Bank Street
Bank Street
- 2 Bank Street Parking Garage
Bank Street Parking Garage
- 3 Battery Park
Battery Park
- 4 Battery Street
Battery Street
- 5 Bike Path
Bike Path
- 6 Buell Street
Buell Street
- 8 Cathedral Park between Pearl and Cherry
Cathedral Park between Pearl and Cherry
- 9 Cherry Street
Cherry Street
- 10 Church Street
Church Street
- 11 City Hall Park
City Hall Park
- 12 Cliff Street
Cliff Street
- 13 College Street
College Street
- 14 College/Battery intersection
College/Battery intersection
- 15 College/Church intersection
College/Church intersection
- 16 College/Hungerford Terrace area
College/Hungerford Terrace area

Battery Park

188 1



Views: keep view open/create view

228 12



Stairs to waterfront

71 48



Funicular down to waterfront

96 8



I love the idea of the bandshell and enjoy the concerts in during the summer. Consider winter time activities here as well

Google





Locations



Topics

Activities/Events

Agriculture

Architecture

Bicycles

Character of City

Community Space

Development

Environment

Farmer's Market

Green Buildings

Housing

Open Space

Parking

Pedestrians

Permitting Process

Public Art

Public Input in Planning

Public/Private Partnerships

Recreation

Renewable Energy

Retail/Business

Share your thoughts on broader regional topics

Housing

39 0



Baby boomers are going to be looking for affordable housing- moving into something less intense for maintenance and upkeep. Live somewhere walkable, affordable, things to do.

45 13



The current zoning has created college ghetto between downtown and UVM

45 15



Current zoning is discouraging families and anyone who isn't a college student from living near downtown

70 0



Housing is either 1) subsidized low-income 2) college students or 3) very expensive. Housing is needed for young families or young professionals!

53 3



Focus needed on affordable housing, should be a priority

15 12

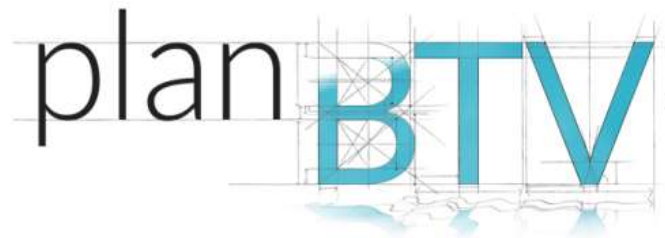


Map property values

31 17



More single family housing needed for sale in city!



Downtown & Waterfront

mySidewalk (free) (formerly MindMixer)

Neighborland

MetroQuest

PlaceSpeak

Your own website...

A Magazine! What?



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